CLAIMS

What we claim is:

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1. 1. In a networked environment, a method for designating client properties that a server can use to

2. select or generate targeted content, comprising the steps of:

3. receiving a link element associated with a plurality of requested client properties;

4. selecting said link element; and

5. inserting at least one of said plurality of requested client properties into a request to retrieve

6. a document.

1. 2. The method of Claim 1, wherein said plurality of requested client properties is contained within

2. an attribute of said link element.

1. 3. The method of Claim 2, wherein said attribute is a PROFILEATTRS attribute.

1. 4. The method of Claim 1, wherein each one of said requested client properties comprises a

2. category, a separator, and a property name.

1. 5. The method of Claim 1, wherein said plurality of requested client properties includes at least one

2. property that is a wild card.

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1   6. The method of Claim 1, wherein said plurality of requested client properties includes at least one

2   property that is designated as a mandatory property.

1   7. The method of Claim 1, wherein said step of inserting comprises the steps of:

2   selecting each one property from said plurality of requested client properties; and

3   determining whether said each one property is available to be transmitted.

1   8. The method of Claim 7, wherein said step of selecting further comprises expanding a wildcard

2   property.

9. The method of Claim 7, wherein said step of determining further comprises prompting a user

whether to transmit said each one property.

10. The method of Claim 7, further comprising the step of terminating the request if a mandatory

property is not available to be transmitted.

1   11. In a networked environment, a system for designating client properties that a server can use to

2   select or generate targeted content, comprising:

3   means for receiving a link element associated with a plurality of requested client properties;

4   means for selecting said link element; and

5   means for inserting at least one of said plurality of requested client properties into a request

6   to retrieve a document.

1   12. The system of Claim 11, wherein said plurality of requested client properties is contained within

2   an attribute of said link element.

1   13. The system of Claim 12, wherein said attribute is a PROFILEATTRS attribute.

1   14. The system of Claim 11, wherein each one of said requested client properties comprises a

2   category, a separator, and a property name.

1   15. The system of Claim 11, wherein said plurality of requested client properties includes at least

2   one property that is a wild card.

1   16. The system of Claim 11, wherein said plurality of requested client properties includes at least

2   one property that is designated as a mandatory property.

1   17. The system of Claim 11, wherein said means for inserting comprises:

2   means for selecting each one property from said plurality of requested client properties; and

3   means for determining whether said each one property is available to be transmitted.

1 18. The system of Claim 17, wherein said means for selecting further comprises means for

2 expanding a wildcard property.

1 19. The system of Claim 17, wherein said means for determining further comprises means for

2 prompting a user whether to transmit said each one property.

1 20. The system of Claim 17, further comprising means for terminating the request if a mandatory

2 property is not available to be transmitted.

1 21. In a networked environment, a computer program product recorded on computer readable

2 medium for designating client properties that a server can use to select or generate targeted content,

3 comprising:

4 computer readable means for receiving a link element associated with a plurality of requested

5 client properties;

6 computer readable means for selecting said link element; and

7 computer readable means for inserting at least one of said plurality of requested client

8 properties into a request to retrieve a document.

1 22. The program product of Claim 21, wherein said plurality of requested client properties is

2 contained within an attribute of said link element.

1 23. The program product of Claim 22, wherein said attribute is a PROFILEATTRS attribute.

1 24. The program product of Claim 21, wherein each one of said requested client properties comprises

2 a category, a separator, and a property name.

1 25. The program product of Claim 21, wherein said plurality of requested client properties includes

2 at least one property that is a wild card.

1 26. The program product of Claim 21, wherein said plurality of requested client properties includes

2 at least one property that is designated as a mandatory property.

27. The program product of Claim 21, wherein said computer readable means for inserting

comprises:

computer readable means for selecting each one property from said plurality of requested

client properties; and

computer readable means for determining whether said each one property is available to be

transmitted.

1 28. The program product of Claim 27, wherein said computer readable means for selecting further

2 comprises computer readable means for expanding a wildcard property.

1 29. The program product of Claim 27, wherein said computer readable means for determining further

2 comprises computer readable means for prompting a user whether to transmit said each one property.

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3   30. The program product of Claim 27, further comprising computer readable means for terminating

4   the request if a mandatory property is not available to be transmitted.

Add A² ⟍

Add E² ⟍